

January 18, 2012

To: Executive Board

Subject: **Marketing Services Contract Extension and Issuance of Marketing Services RFP**

Recommendations

1. Approve a three-month extension of Foothill Transit's Agreement No. 07-019 with Pulsar Advertising in the amount of \$75,000 for general marketing services; and
2. Authorize the Executive Director to issue a Request for Proposals (RFP) for general marketing services beginning July 1, 2012.

Analysis

Foothill Transit's current agreement with Pulsar Advertising for general marketing services has a base term of three years with two option years. On January 28, 2011 the Executive Board exercised the final option year on the agreement and the contract is currently scheduled to end on March 31, 2012. In order to better align a new marketing services agreement with Foothill Transit's fiscal year, it is recommended that the current agreement with Pulsar be extended for three months, through June 30, 2012. This will allow a new marketing services agreement to be procured and executed effective July 1, 2012.

During the three-month extension, Phase II elements of the Foothill Connections campaign will be launched, and our current contractor will provide routine maintenance and program marketing support, including updates of existing campaign materials. Phase I of the Foothill Connections campaign successfully introduced Foothill Transit as a regional community partner. Phase II of the campaign will expand the role and include; developing an Intro video for Facebook; populating the Facebook page with content; and integrating with Flickr.

A request for proposals (RFP) for general marketing services, beginning July 1, 2012, will allow for a review of Foothill Transit's current marketing service's needs, which continue to expand and develop as social media and electronic communication options are incorporated.

Budget Impact

Funding for a three-month extension of Pulsar Advertising's general marketing contract and a new marketing services contract is budgeted in the FY2012 Business Plan. Funding for a new marketing services agreement will be programmed into the FY 2013 Business Plan.



Special Executive Board Meeting –1/18/2012
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Sincerely,

A handwritten signature in black ink, appearing to read "L. Somilleda", followed by a horizontal line and the word "for" written in a cursive script.

Linda T. Somilleda
Director of Marketing and Communications

A handwritten signature in black ink, appearing to read "D. Barnes", written in a cursive style.

Doran J. Barnes
Executive Director